









July 2021

National Ice Cream Month

Su	M	Tu	W	Th	F	Sa
<p>4th of July #12 on the National Retail Federation's (NRF's) list of top consumer spending events. Historically, related online inquiries ramp up a week and a half prior.</p> <p>Back to College & Back to School #2 and #3 on NRF's list. Shopping begins in July or sooner.</p>				<p>1 International Joke Day National Postal Worker Day</p>	<p>2 World UFO Day</p>	<p>3  International Day of Cooperatives</p>
<p>4  4th of July / Independence Day</p>	<p>5  Independence Day (Observed)</p>	<p>6 International Kissing Day</p>	<p>7 World Chocolate Day</p>	<p>8 National Video Game Day</p>	<p>9 Martyrdom of the Báb - Bahá'í</p>	<p>10</p>
<p>11  World Population Day Cheer Up the Lonely Day</p>	<p>12 Malala Day</p>	<p>13 Ullambana (July 13-15) National French Fry Day</p>	<p>14 Bastille Day Shark Awareness Day</p>	<p>15 Get to Know Your Customers Day World Youth Skills Day Give Something Away Day</p>	<p>16</p>	<p>17 World Emoji Day Record Store Day</p>
<p>18 Nelson Mandela International Day Tisha B'Av - Jewish National Ice Cream Day</p>	<p>19</p>	<p>20  World Chess Day Eid al-Adha - Buddhist National Lollipop Day</p>	<p>21</p>	<p>22 National Hammock Day</p>	<p>23</p>	<p>24 Dharma Day - Buddhist National Tequila Day</p>
<p>25 Parents' Day</p>	<p>26 Americans with Disabilities Act (ADA) Day</p>	<p>27</p>	<p>28  World Hepatitis Day</p>	<p>29</p>	<p>30  International Day of Friendship  World Day Against Trafficking in Persons Talk in an Elevator Day</p>	<p>31</p>

August Planning

Back to College & Back to School

Shopping continues through August to September with peak days occurring on Amazon Prime Day (TBD in 2021) and Labor Day weekend.

For more consumer insights and planning resources visit

AnnumPlanning.com

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 United States Federal Holiday

 United Nations Observance